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(54) FRAGRANT LIQUID CLEANING COMPOSITION  
(71) UNILEVER PLC

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(57) The present invention relates to fragrant liquid cleaning compositions. More particularly it relates to thickened fragrant liquid cleaning compositions with longer lasting olfactory properties.

Claim

1. A fragrant aqueous liquid cleaning composition comprising from 0.05-20% by weight of one or more surface-active detergents, from 0.1-1.5% by weight of one or more perfumes, and from 0.1-3% by weight of one or more polymers in an aqueous medium, wherein the polymer is shear thinning, having a viscosity, at 25°C in deionised water at a concentration of 3% by weight or less, of between 0.3 and 0.006 Pa.s at a shear rate of 2000 sec<sup>-1</sup>, of between 0.7 and 0.03 Pa.s at a shear rate of 30 sec<sup>-1</sup>, and of between 0.6 and 50 Pa.s at a shear rate of 0.5 sec<sup>-1</sup>.

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**TO BE COMPLETED BY APPLICANT**

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Complete Specification for the invention entitled: FRAGRANT LIQUID CLEANING COMPOSITION.

The following statement is a full description of this invention, including the best method of performing it known to me.

## FRAGRANT LIQUID CLEANING COMPOSITIONS

The present invention relates to fragrant liquid cleaning compositions. More particularly it relates to thickened fragrant liquid cleaning compositions with longer lasting olfactory properties.

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Liquid cleaning compositions which contain a perfume are well known in the art. They are formulated and used for a variety of purposes, mainly for general purpose cleaning, such as the cleaning of hard surfaces, e.g. tiles, kitchen sinks, floors, baths, lavatories, etc. For particular purposes, such as bathrooms, lavatories, etc. often a higher level of perfume is included in such cleaning compositions in order to achieve a fragrant atmosphere in such places.

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However, the fragrance thus provided is often only of relatively short lifetime, as the perfume evaporates into the air and is, as it were, diluted by the air. Moreover, often the cleaning composition has only a short residence time on the substrate to be cleaned, thus leaving relatively little time for the perfume to evaporate and impart a pleasant fragrance to the substrate and its surroundings. If the cleaning operation is followed by a rinsing step, whereby the cleaning composition is removed, this causes a further reduction of the residence time of the perfume present on the surface of the substrate.

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It is an object of the present invention to increase the residence time of the fragrant cleaning composition on the surface of the substrate treated therewith and reduce drainag losses by subsequent rinsing.

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It is another object of the present invention to reduce the level of perfume in such liquid cleaning compositions

while maintaining or even improving the longevity of the fragrance imparted to the substrate and its surroundings.

5 It has now been found that these and other objects of the invention can be achieved by inclusion of the perfume in a liquid cleaning composition which is shear thinning. Such shear thinning liquid cleaning compositions are obtained according to the present invention  
10 by inclusion in an aqueous liquid surface-active agent-containing cleaning composition of a polymer which is shear thinning, thus causing the product containing this polymer to be sufficiently thick when draining but sufficiently thin when being dispensed from the container.  
15

The polymer should have a viscosity, at 25°C in deionised water at a polymer concentration of 3% by weight or less, of between 0.3 and 0.006 Pa.s, preferably between  
20 0.15 and 0.006 Pa.s and particularly preferably between 0.04 and 0.006 Pa.s, at a shear rate of 2000 sec<sup>-1</sup>, and at a shear rate of 30 sec<sup>-1</sup> a viscosity of between 0.7, preferably 0.5 and particularly preferably 0.3 Pa.s and 0.03 Pa.s, and a viscosity at a shear rate  
25 of 0.5 sec<sup>-1</sup> of between 0.6 Pa.s, preferably 1.1 Pa.s and particularly preferably 2.0 Pa.s and 50 Pa.s.

The polymer should furthermore be compatible with the surface-active agents present in the cleaning composition.  
30 Suitable examples of polymers to be used according to the present invention are biopolymers such as the xanthan gums and derivatives thereof, such as Kelzan S, a partially acetylated xanthan gum ex Kelco Co., Shellflo-XA ex Shell Chemicals Ltd, Enorflo-XA ex Shell  
35 Chemicals, Rhodapol ex Rhön-Poulenc, cross-linked polyacrylates, such as Carbopol ex B.F. Goodrich Co. Ltd, succinoglucans, such as Shellflo-S ex Shell Chemicals Ltd.

cals Ltd, acrylic copolymers such as E.P. 1996 ex  
National Adhesives and Resins Ltd.

5 The amount of polymer used in the cleaning composition  
generally ranges from 0.1-3.0%, usually from 0.25-1.0%,  
and preferably from 0.4-0.8 by weight. The liquid  
cleaning composition comprises furthermore as essential  
ingredients one or more detergent active materials  
which can be anionic, nonionic and zwitterionic type  
10 detergent actives or mixtures thereof. Usually anionic  
synthetic detergents, such as the alkylbenzene sul-  
phonates, alkanesulphonates, alkylsulphates, alkyl-  
ethersulphates or mixtures thereof can be used. A  
typical example thereof is a mixture of sodium dodecyl  
15 benzenesulphonate and a sodium salt of a sulphated  
C<sub>12</sub>-C<sub>15</sub> primary linear alcohol condensed with 3  
moles of ethylene oxide. In general the amount of  
active detergent material in the composition ranges  
from 0.05-20%, usually from 0.1-15% and preferably from  
20 2-10% by weight.

Another essential ingredient of the cleaning composition  
is a perfume, by which is to be understood either a  
single fragrant compound or a mixture of various  
25 compounds. Any type of perfume may be used. The amount  
of perfume in the composition may vary from 0.1-1.5%,  
usually from 0.2-1.0% and preferably from 0.25-0.8%.

Furthermore, other ingredients commonly encountered in  
30 such compositions may also optionally be included, such  
as builders, sequestering agents, dyes, preservatives,  
bleaches, bleach activators, solvents, enzymes, foam  
controlling agents, hydrotropes and so on. The liquid  
medium of the composition usually is an aqueous  
35 medium.

The invention will further be illustrated by way of  
Example .

EXAMPLE 1

The following formulations were prepared.

5

% by weight

	A	B
Sodium alkylbenzenesulphonate	1.8	1.8
Sodium salt of sulphated C <sub>12</sub> -C <sub>15</sub>		
10 linear primary alcohol condensed		
with 3 moles of ethylene oxide	1.8	1.8
Perfume	1.0	1.0
Industrial Methylated Spirit	4.0	4.0
Dye	0.007	0.007
15 Sodium hexametaphosphate	0.5	0.5
Formalin	0.5	0.5
Polymer	0.52	0.6
Water	ad 100	ad 100
20 In formulation A the polymer was Natrosol 250 HBR, a cellulose-based polymer ex Hercules, Inc. and in formulation B the polymer was Kelzan S. The latter polymer had the following viscosity (0.6% in deionised water at 25°C): 0.014 Pa.s ( $\gamma = 2000 \text{ sec}^{-1}$ ), 0.4 Pa.s ( $\gamma = 30 \text{ sec}^{-1}$ ) and 8 Pa.s ( $\gamma = 0.5 \text{ sec}^{-1}$ ).		
25		

The concentration of the polymers was chosen to match the dispensing characteristics of both formulations.

30 These formulations were compared in the following manner : On to ceramic tiles, 15 g of each product was dosed and the tiles were placed in a vertical position to allow the products to drain. After half an hour, only 6% of formulation A remained on the tile, whereas 43% of formulation B was still present on the tile.

In another experiment, plastic tiles were immersed in

the test products and then drained vertically for 1 hour without any further ventilation. The perfume impact was then assessed by a panel using a magnitude estimation (ME) technique. With formulation A, an ME of the perfume strength of 80 was reached, whereas with formulation B the perfume strength was assessed to have an ME of 130.

The results thereof showed that the Kelzan-containing formulation produced a significantly longer lasting perfume intensity.

#### EXAMPLE 2

The following formulation equally produced a longer lasting perfume intensity, and imparted a glossy appearance to the hard surfaces treated therewith:

		<u>% by weight</u>
20	Sodium alkylbenzenesulphonate	0.25
	Sodium salt of sulphonated C <sub>12</sub> -C <sub>15</sub>	
	linear primary alcohol condensed with	
	3 moles of ethylene oxide	0.25
	Linear primary C <sub>9</sub> -C <sub>11</sub> alcohol,	
25	condensed with 5 moles of ethylene oxide	1.0
	Perfume	0.7
	Dye	0.01
	Formalin	0.75
	Polymer	1.0
30	Water	balance

The polymer was an acrylic copolymer, obtainable from National Adhesives and Resins Ltd under the name E.P. 1996. This copolymer has the following viscosities (0.9% in deionised water at 25°C):

at $\dot{\gamma} = 2000$	$\text{sec}^{-1}$	0.036 Pa.s
$\dot{\gamma} = 30$	$\text{s c}^{-1}$	0.17 Pa.s
$\dot{\gamma} = 0.5$	$\text{s c}^{-1}$	1 Pa.s

5 In the above examples, the viscosities were measured  
with a Haake RV 2 rheoviscometer.

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THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A fragrant aqueous liquid cleaning composition comprising from 0.05-20% by weight of one or more ~~surface-active-detergents~~, from 0.1-1.5% by weight of one or more perfumes, and from 0.1-3% by weight of one or more polymers in an aqueous medium, wherein the polymer is shear thinning, having a viscosity, at 25°C in deionised water at a concentration of 3% by weight or less, of between 0.3 and 0.006 Pa.s at a shear rate of 2000 sec<sup>-1</sup>, of between 0.7 and 0.03 Pa.s at a shear rate of 30 sec<sup>-1</sup>, and of between 0.6 and 50 Pa.s at a shear rate of 0.5 sec<sup>-1</sup>.
2. A composition according to claim 1, wherein the polymer has the following viscosities:
  - between 0.15 and 0.006 Pa.s at 2000 sec<sup>-1</sup>,
  - between 0.5 and 0.03 Pa.s at 30 sec<sup>-1</sup>
  - and between 1.1 and 50 Pa.s at 0.5 sec<sup>-1</sup>.
3. A composition according to claim 1, wherein the polymer has the following viscosities:
  - between 0.04 and 0.006 Pa.s at 2000 sec<sup>-1</sup>,
  - between 0.3 and 0.03 Pa.s at 30 sec<sup>-1</sup>
  - and between 2.0 and 50 Pa.s at 0.5 sec<sup>-1</sup>.
4. A composition according to claim 1, wherein it contains 0.25-1% by weight of the polymer and 0.25-0.8% of the perfume.
5. A composition according to claim 1, wherein the polymer is a xanthan gum or a derivative thereof, or a succinoglucan, or a cross-linked polyacrylate, or an acrylic copolymer.

DATED THIS 2ND DAY OF SEPTEMBER, 1985.

UNILEVER PLC

By Its Patent Attorneys:

CLEMENT HACK & CO.

Fellows Institute of Patent